

ANALYZING COPY

SECTION 1

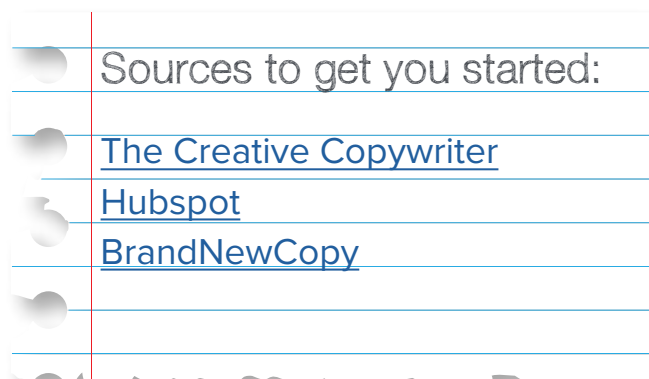
Lecture 3: Know your Product

In this exercise, you'll be looking for existing copy that uses features, benefits, or both to sell a product or service. Pay attention to how each tactic makes you feel.



Find some examples of copywriting that you think are ineffective.

Look for mentions of features without benefits, or confusing link between the two.



Questions to ask yourself:

How could this copy be improved?

Where is the emphasis being placed?

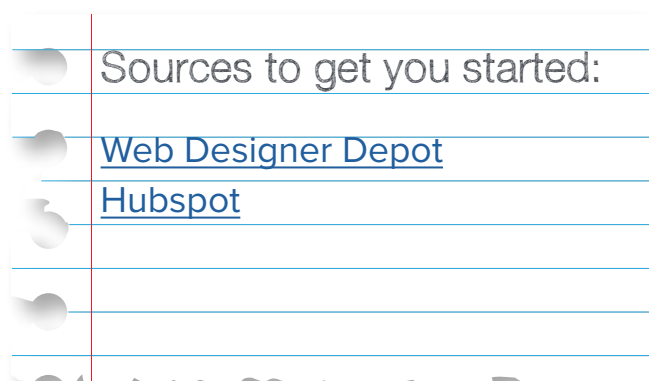
What is the consumer supposed to know?

Is the product actually any good?



Now, find some examples of copywriting that you think are effective.

Keep them for comparison later when you have progressed more through the course. You may find that your idea of what good copy is will evolve!



Questions to ask yourself:

How are features & benefits used?

What is the persuasive tactic?

Who is the target market?

Why does this copy work so well?

Understand your reasoning.

Be able to explain why the copy you collect is a success or a failure. Recognizing good and bad copy is often a gut feeling, but being able to explain your reasoning shows a deeper understanding of the concepts.

ACTIVITY